

# MARLBORO UNLIMITED GET ON BOARD.

## 2000 WINNERS 2000 GUESTS

### ENTER NOW.

Every winner brings a friend for 5 days and 5 nights of riding, hiking, mountain-biking, white-water rafting, rodeoing, ballooning and taking on the West. It all happens on the route of the Marlboro Unlimited, a train designed, built and outfitted exclusively for Marlboro smokers. With hot tubs, bars, a dance club, a movie theater and 2 restaurants serving up all the flavor of the West.

Official Marlboro Unlimited

81271-C3

# MARLBORO UNLIMITED SWEEPSTAKES

## OFFICIAL RULES—NO PURCHASE NECESSARY

### TO ENTER, YOU MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER

- HERE'S HOW THE MARLBORO UNLIMITED SWEEPSTAKES WORKS:** Two thousand (2,000) prizes of a 6-day/5-night trip (including travel to/from point of embarkation/debarcation) for two on the Marlboro Unlimited train plus \$1,000 cash will be awarded in a random drawing.
- HERE'S HOW TO ENTER:** On an official entry form only, in the spaces provided, indicate your complete name, address (including ZIP Code) and your date of birth.  
**IMPORTANT!** In order to be eligible for a prize, you must sign your name in the space provided, certifying that you are a smoker, 21 years of age or older as of date of entry.
- WHERE TO MAIL YOUR COMPLETED ENTRY FORM:** Mail your completed entry in a hand-addressed 4-1/8" x 9-1/2" #10 (business-size) envelope, with a first-class postage stamp affixed, to: Marlboro Unlimited Sweepstakes, P.O. Box 4346, Blair, NE 68009. Limit one entry per outer mailing envelope. Entries must be received by 4/30/96.
- ENTRIES MUST BE ON OFFICIAL ENTRY FORMS ONLY. NO PHOTOCOPIED OR MECHANICALLY REPRODUCED ENTRY FORMS ACCEPTED.** For each additional official entry form you would like to receive, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Marlboro Unlimited Requests, P.O. Box 4148, Blair, NE 68009. Limit one request per outer mailing envelope. Residents of the states of VT and WA need not affix postage to return envelopes. Participation limited to residents of the U.S. who are smokers, 21 years of age or older. Entry form requests must be received by 4/12/96.
- GENERAL RULES:** Sweepstakes open to residents of the U.S. who are smokers and 21 years of age or older at time of entry. Employees of Philip Morris Incorporated, its affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members of each are not eligible. All entries become the exclusive property of Philip Morris Incorporated and will not be returned. Sponsor will not be responsible for lost, late, damaged, postage due or misdirected mail. Incomplete/illegible/mutilated entries, entries without a signature or entries not including a date of birth will be deemed null and void. Sweepstakes void in MA, MI, at retail in VA and where otherwise prohibited.

- The odds of winning a prize will depend upon the number of eligible entries received. Sweepstakes random drawing will be conducted on or about 5/7/96 by D. L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this offer. All federal, state and local laws and regulations apply. Winners are responsible for all federal, state and local taxes on the complete trip for two. Potential prizewinners will be required to sign and return a Prize Acceptance Form/Affidavit of Eligibility/Release of Liability/Medical Release/Publicity Release within 14 days of attempted notification. Noncompliance within this time period may result in disqualification. All traveling companions must sign and return a Release of Liability/Medical Release/Publicity Release prior to departure. Traveling companion must be 21 years of age or older at time of winner's notification. Any prize notification returned to Sponsor as undeliverable will result in disqualification and an alternate will be selected. Sponsor reserves the right to provide a cash alternative at its sole discretion. No substitution or transfer of prize permitted. All prizes will be awarded. Limit one prize per person. Winners will be notified by mail on or about 6/17/96. Acceptance of prize offered constitutes permission to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.
- PRIZES:** 2,000 Grand Prizes—a 6-day/5-night trip for two on the Marlboro Unlimited train, including round-trip coach air transportation to/from point of embarkation/debarcation, meals (aboard train), lodging (one room, double occupancy) and activities plus \$1,000 in cash (approximate retail value: \$6,000 each prize). Train will travel through the states of CO, ID, MT and WY. Winners must agree to travel on scheduled dates specified by Sponsor. Winners' trips will be scheduled depending on space availability and weather conditions. Winners must accomplish travel on dates designated by Sponsor between August, 1996 and the fall of 1997. If for reasons beyond the Sponsor's control the train is not in service in 1996, all prizewinner travel will take place in 1997.
  - For the names of prizewinners, available after 7/8/96, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Marlboro Unlimited Winners, P.O. Box 4161, Blair, NE 68009.

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**



16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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## OFFICIAL SWEEPSTAKES ENTRY FORM

For your chance to get on board, fill out the form completely (hand print only) and sign.  
Mail to: Marlboro Unlimited Sweepstakes, P.O. Box 4346, Blair, NE 68009. To be eligible to win, entry form must be received by April 30, 1996.

(Check One) Mr. ☐ Ms. ☐ Other ☐

Address

City  State  ZIP

Phone  Date of Birth (Required)    19

Current Brand  Previous Brand

By entering this sweepstakes and signing below, I certify that I am a smoker 21 years of age or older, I have read and understand the Official Rules. I am also willing to receive specific products and branded executive items in the mail subject to applicable state and federal law.



Limited to smokers 21 years of age or older.  
No purchase necessary.

X

(Signature Required)

Today's Date

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